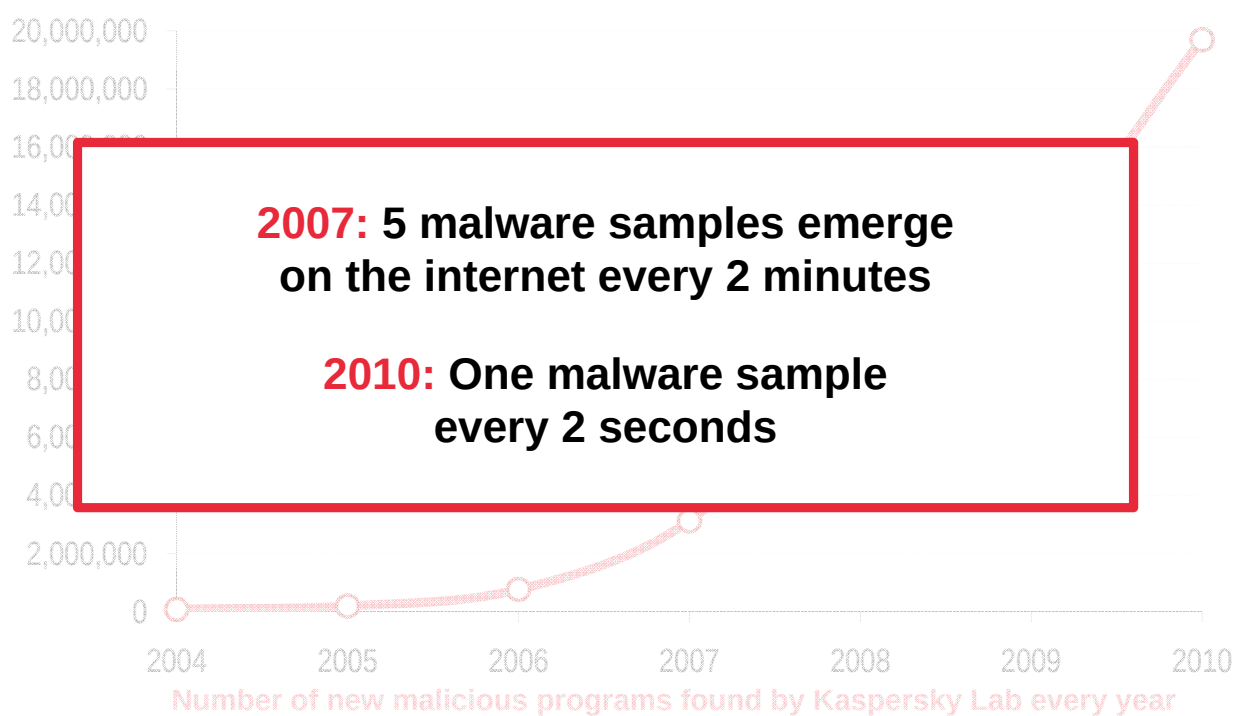




Ensuring safe future for the digital world: The Kaspersky Vision

Eugene Kaspersky
Co-founder & CEO, Kaspersky Lab

The Digital World is Under Attack



Why is it happening?

It's profitable

- More online services that are easy to prey on
- High demand for criminal services (spam, botnets)

Easy to do

- It's simple – technically speaking
- No physical contact with victims

Low risk business

- International crime vs. national legislation
- Difficult to trace anonymous international professionals

Main types of malware businesses

There are many different malware businesses:

- Common: banking, ransom, botnets, etc.
- Targeted attacks – Aurora, Stuxnet, Night Dragon
- Exclusive: Sumitomo £229mln., NYSE Trojan attacks
- Mobile attacks: Spyware, SMS-Trojans, Backdoors

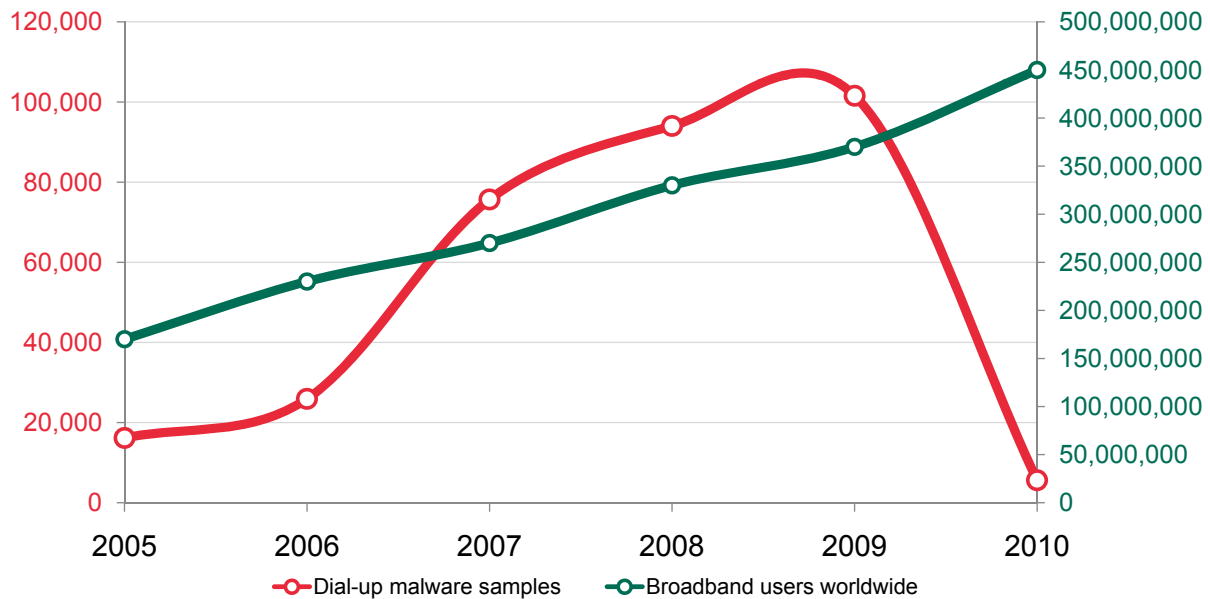
Some criminal businesses are born –
ATM malware, mobile attacks

Some criminal businesses vanish
Dial-up, online game malware



Examples of malware businesses

Trojan-Dialers – vanished completely due to the proliferation of broadband internet in mid-2000s



Examples of malware businesses

BBC NEWS
News Front Page
Africa
Americas
Asia-Pacific
Europe
Middle East
South Asia
UK
Business
Health

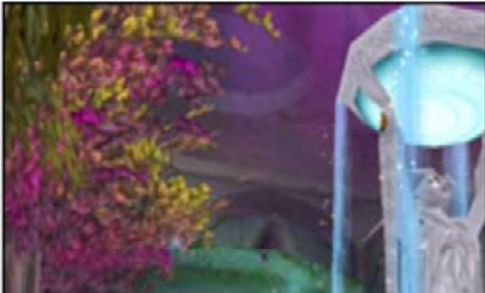
[Watch](#) **One-Minute World News**

Last Updated: Monday, 24 September 2007, 07:58 GMT 08:58 UK
[E-mail this to a friend](#) [Printable version](#)

The high cost of playing Warcraft

By Cristina Jimenez
Technology reporter

A record has been set for the sale of virtual items in an online game as a World of Warcraft account is believed to have changed hands for **almost £5,000 (7,000 euros)**.



Examples of malware businesses

Special of Specials

80


Human


Paladin


Kael'thas
(PVP)

Healer

17094

16699

5907605


3943
[View Gear](#)

Save €102.00

€170.89

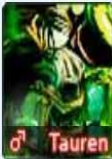
€68.89

 Buy Now

Level 80 Female Human paladin. Health: 17094, Mana: 16699, Bonus Healing: 1644, Armor: 12136 as Holy/Protection spec. Blacksmithing 444, Mining 450. epic mount, flying mount and more.

Special of Specials

80


Tauren


Druid


Conseil des Ombres
(RP-PVP)

Healer

18397

5436

1815027


4093
[View Gear](#)

Save €102.00

€170.89

€68.89

 Buy Now

Level 80 Male Tauren Druid, Health: 18397, Mana: 5436, Power: 3184, Crit Chance: 20.23% as Feral Combat/Restoration spec, Enchanting 434, Jewelcrafting 438, epic mount, epic flying mount and more.

PAGE 7 | 

Money makes the crime go round

ERGO –

The main motivation for cybercrime growth is its economical profitability

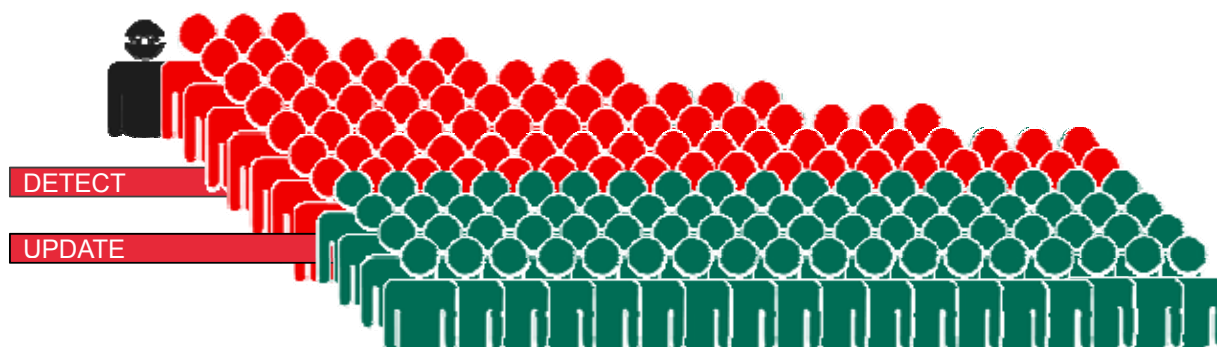
Profit decline decreases malware of that type



A standard malware business scenario

Malware lifetime

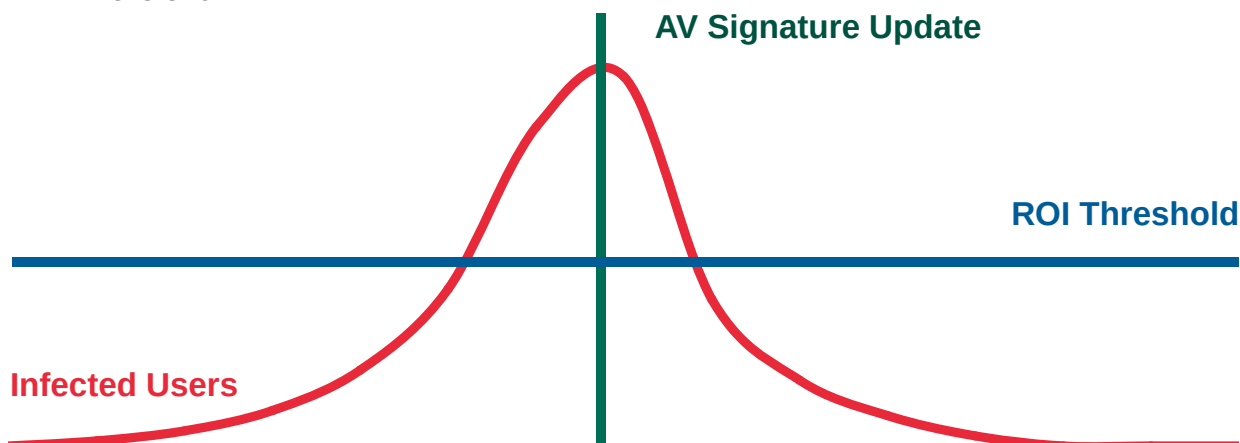
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- Distribution (spam, Web-site infection)
- Injection and infection
- AV products updated
- the end



A standard malware business scenario

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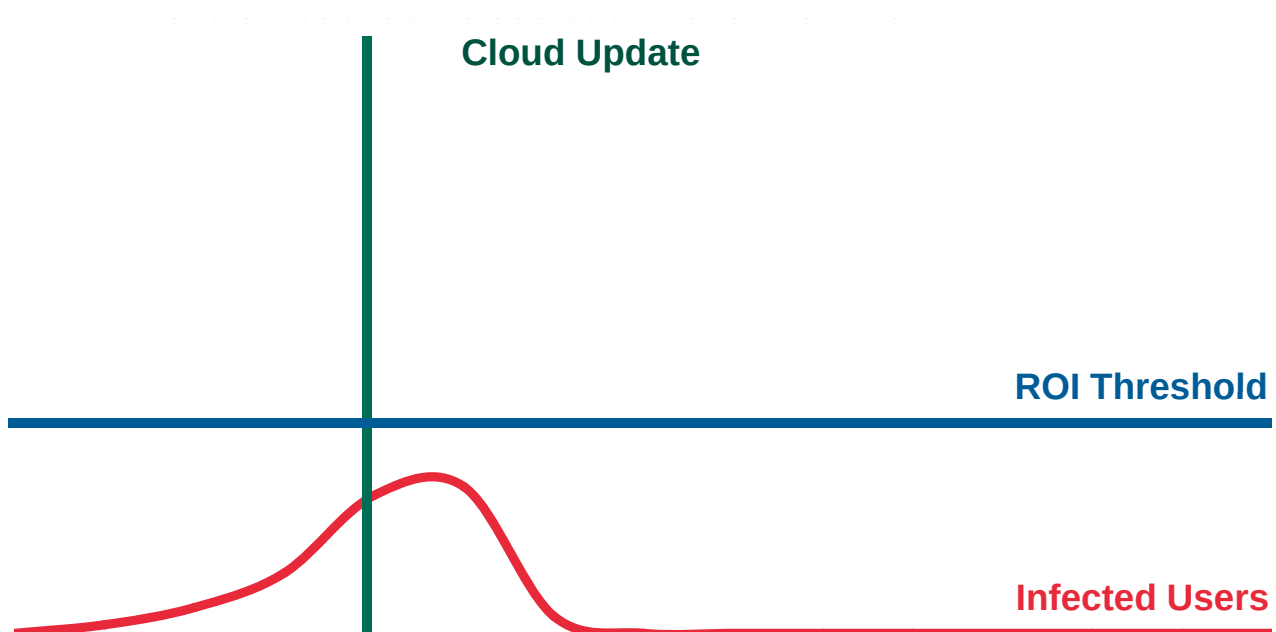


Is there anything that can stop it?



Modern technologies do respond to cybercrime

How Internet-based ("cloud") technologies work now



No more food for the beast

Instead of making a lot of cash, cybercriminals earn much less, or even lose money

“Cloud” security becomes an industrial standard

- KCloud Security Network (Kaspersky)
- Quorum (Symantec)
- Global Threat Intelligence (McAfee)
- Smart Protection Network (Trend Micro)
- Others are joining the team.



Silver bullet?

Ways to bypass the “cloud”:

- Non-executable malware
- Server-side polymorphic malware
- File infectors
- New behavior
- Targeted attacks

Hard to develop

Entrance ticket to Cybercrime becomes more expensive

Conclusion

Non-technical approaches need inter-government cooperation, thus take time

Latest technology innovations are a quick solution to suppress cyber crime

Cloud technologies are one of them

Thus they are promising to make this world cleaner

Happy End!

Thank You

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